



Checklist for Successful Campaigns

The items on this checklist will be used in judging teams' final reports. Your Project manager is happy to help with any aspect of the application and will be available to help throughout the year with campaign planning, implementation, or evaluation.

- ☐ Advisor appointed
- ☐ Identify campaign goal/traffic safety topic
- ☐ Identify method for campaign evaluation
- ☐ Develop campaign name/slogan
- ☐ Submit planned budget
- ☐ Campaign has school-wide applicability
- ☐ Campaign integrates Ford Driving Skills for Life (drivingskillsforlife.com)
- ☐ Three potential campaign events are developed
- ☐ Plan to involve the community
- ☐ Plan to involve the media

Questions

If you have any questions about your campaign please contact the project manager, Linda Fech at (517) 241-2533 or Strive4aSaferDrive@gmail.com.